

Media for every moment

How to market your property at different stages



As your property evolves, your marketing should evolve with it. Find out which media types you need — and when to use them — to win renters.



New development & preleasing

🎯 YOUR MARKETING GOAL

Drive interest, demand & leads before opening day

📺 MEDIA FOR THIS MOMENT

Immersive visuals that bring every space to life

TOP PICKS

- 3D renderings
- Floor plans
- Flythrough animations
- Virtual staging
- Site plans
- 3D virtual tours



Floor plan



3D Virtual tour



Alyson Fitzpatrick
DIRECTOR OF LEASING

“3D services allow us to start leasing long before a building is complete.”



Lease-up

🎯 YOUR MARKETING GOAL

Stand out & turn leads into leases

📺 MEDIA FOR THIS MOMENT

Visual experiences that help renters explore

TOP PICKS

- Property virtual tours
- Unit-level virtual tours
- Professional photos
- Drone videos
- Floor plans
- Interactive site maps
- Virtual staging



Virtual staging

89% of renters find virtual tours helpful¹

33% more conversions driven by virtual tours¹



Stabilized property

🎯 YOUR MARKETING GOAL

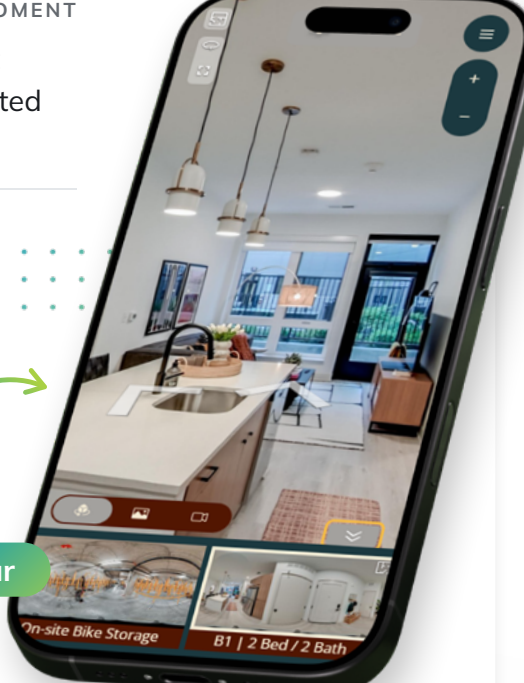
Keep renters engaged & encourage referrals

📺 MEDIA FOR THIS MOMENT

Rich, reliable content that's regularly updated

TOP PICKS

- Professional photos
- Property virtual tours
- Unit-level virtual tours
- Drone photos & videos
- Short-form videos & GIFs



Virtual tour



Short-form videos win on social media

Instagram video views recently increased **30%** year-over-year, and Reels accounted for over **50%** of all content consumed²



Renovations

🎯 YOUR MARKETING GOAL

Reintroduce your brand & attract more renters

📺 MEDIA FOR THIS MOMENT

High-quality assets that show off what's new

TOP PICKS

- Professional photos
- Virtual tours
- Drone photos
- Virtual staging



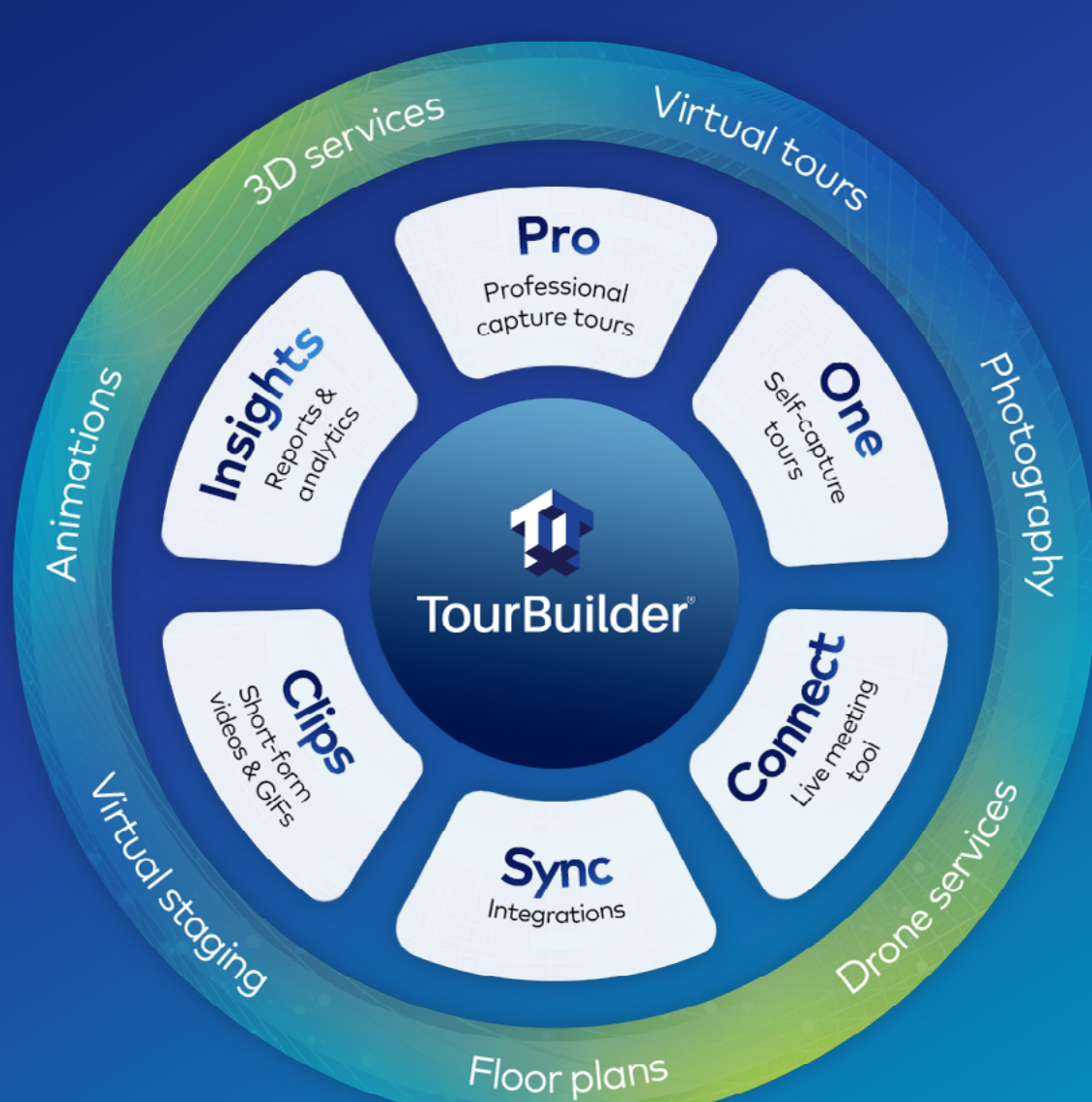
Professional photography



73% of renters prioritize apartment photos when searching for a new home³

Get more from your media

Renters expect powerful visuals throughout their search journey. You need standout media everywhere they look, during every stage of the property lifecycle.



We're here to help!

Get in touch

lcpmedia.com

SOURCES

1. RentCafe.com survey of 11,320 renters from January–February 2026
2. Sprout Social 2026 social media video statistics
3. RentCafe.com survey of 10,110 renters from January–February 2024